

# Selective Influence of Political Advertising on Television in Visual Image Building Candidat Presidential Election 2014

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## Abstract

*Political campaign presidential election in Indonesia has grown, along with the in creasing advances in technology and changes in the electoral system (election). Then, the candidates vying to attract public sympathy, one way to make a Political Advertising that aired on television station. Presidential Elections (Election) in 2014 led to competition both pairs of candidates for president and vice president of the Prabowo-Hatta and Joko Widodo (Jokowi) - Jusuf Kalla (JK), heats up. The heat of competition seen also with the rise of political advertising both pairs of candidates. Political advertising is one way to get support from the community, for example in audio visual media television. The problem is how selective influence of political advertisements aired on television is able to construct a visual image of the presidential candidate in 2014. The aim was to determine the influence of selective political ad that aired in the media in the capture space “discourse” candidate image visualization massively so sehingga able to raise the collective memory selector that will provide sound support when the momentum of the electorate was held. For the achievement of the objectives of this research are used type of research is a mixed-method research. This type of research that combines qualitative and quantitative research methods (triangulation) to provide a comprehensive analysis of the research problem. The goal is to get the data and comprehensive analysis of the research problem. The results of this study indicate that political advertisements on TV were able to build a visual image*

*of the presidential candidates in 2014 by 87% and aims to improve the prospects of promoting the election of a candidate or candidates for president of programs and policies. Political ads this election is able to build the reputation of candidates or political parties to provide information to the public about the qualifications, experience, background, and personality presisen a candidate or political party. Then selective influence political advertising is changing, maintain adding cognitive, affective, and political behavior of audiences. The communication process takes place with all the elements involved. However, other results showed that the selective influence of political advertising in building the image visualization candidate vice effective only on the TV if it is based on specific situations, such as elections (presidential) only focused on situations in which engagement and voter interest and familiarity candidate or party chairman is quite high. The strength of political advertising in the media 2014 lies not in the idea, program, or solidity policy information directly related to the basic needs of the people. That power is the personal figure presidential candidate.*

**Keywords:** *selective influence, political advertising and television*

## Introduction

Communication basis of all social and political activities, no matter whether the messages are communicated it diffusion due to technology, as well as how big an impression of the structure of the mass media and political organizations influence. Because in the end is people who remain will be the maker and controller communication symbols. With this ability, people will relate, interact with each other and form their political and social life. Political advertising is one very potential political activity in today's era moderent strongly supported by the development of communication channels, especially mass communication channels (TV).

Advertising or political advertising is a public announcement of the media to influence the political choices of voters. 2014 presidential elections political campaign through the display method of the vice president of ad impressions are competing to attract public sympathy, one way to make a political ad that aired on television station. Presidential Elections (Election) in 2014 led to competition both pairs of candidates for president and vice president of the Prabowo - Hatta and Joko Widodo (Jokowi) - Jusuf Kalla (JK), heats up. The heat competitions seen also with the rise of political adverts both pairs of candidates. Political advertising is one way to get support from the community, for example in audiovisual media television (TV). They competition to contest 01 seats in Indonesian.

The development of political advertising and political propaganda in line with the development of communication itself. Since the first, the government and the leaders, either incumbent or who no longer served acknowledge the advantages of advertising accomplishments that have been achieved. In the Visual Image Building Candidate Presidential Election 2014, political advertising campaign is seen as a competition for the support, tolerance and/or sound society, through TV media channels trying to persuade voters throughout the election campaign as a typical characteristic of political advertising in a democratic system.

In Constructing a political advertisement Visual Candidate Presidential Election 2014 is political advertising through TV channels in the setting of the election (Electoral), whose role is quite large in the political system is mainly due to the increasing dominance of the broadcast media, especially TV. For example, this favorable data their purchase media time on TV. For example, in 1956 in the United States, a combination of both parties to spend \$ 9 billion to pay for

a television and radio during the presidential campaign (Dreyer, 1964), which occurred 16 years ago, then in 1972, broadcasters radio (broadcasters) sell rating for \$ 56 billion to candidates for political officials (Szybillo & Hartenbaum, 1976). And in the general election in 1976, the two candidates for the post of president of the majority party to pay its own \$ 17 billion in television advertising (Devlin, 1977). Regardless of how big or small lie political advertising, but almost all modern politicians are very confident of the success of the implementation of the political advertising. (Fagen, Richard. 1975: 23).

Display content of political advertising messages in building visual imagery candidate presidential election in 2014 this would be the main reason for the victory of Jokowi-JK is a personal charm Jokowi and JK himself. Jokowi managed to raise public expectations will change the political culture. Since the reform, the political culture is getting away from the public interest.

The issue of corruption spread in all directions. Jokowi come as a leader with a different political culture. He feels homely, caring for his people, honest and away from transactional politics. Although, there is little research on the characteristics-characteristics of the message/content of political advertising that seeks to connect the content of political advertising message with its influence.

According to the study of political advertising message content is divided into two basic categories: first, the study of political advertising message content that offers the impression (Impressionistic), namely descriptive analysis of political advertising message content and strategy, second, studies political advertising that offers a systematic content analysis. Study the contents of the message first category doing Tucker, 1959 senate campaign. Oregon between Wayne Morse and Douglas Mc Kay Morse concluded that success in creating ads with messages of various “programs” offered, through radio and television advertising, with the support of a great ability to display the characteristics “personality” positive. It is concerned with building a visual image of the presidential election candidates. Similarly, according Reagents (in Nimmo and Sanders. 1981: 97) uses a simple production techniques and use-oriented advertising spots on the issue or issues, by observing the techniques of film and television advertising spots fill in the presidential election (Rose & Fuchs, 1968 ).

A second study that leads to political advertising only delivered through television or newspapers that carried the systematic content analysis. As done Mullen (1963a, 1963b, 1983c) content analysis of newspaper political advertising messages on the presidential and senatorial campaign, there were 90 political advertisement in the newspaper for a period of two weeks, with the content of political advertising messages delivered at most candidates calling for the ‘issues related to domestic and overseas, then in the next research obtained that more candidates using picture messages or pictures, the presidential candidate ads, and at the election of Senate candidate calls using a more vague. (Nimmo and Sanders. 1981: 97)

These studies differ from the reality of political advertising message content vice president elections in 2014, although still a little research on the content of the message characteristic Indonesia to join the new political advertising messages with the effect of political advertising, political advertising communicator Indonesia in the ad spots at most lists no longer contains, with support images that theme party political symbol in the form of presentation, the Chairman of the Party with the call, and the candidate with the symbol of his political party that seeks to strengthen the uniqueness of each political party with not too concerned with the content of the party program. In other words, visual images, charismatic, and positive characteristics have become the focus of public attention to the content of political advertising in the election of 2014 peresiden.

## Research Methods

The method used is qualitative approach due to the nature of qualitative methods emphasis on breadth and depth and allow them to study certain issues in depth and in detail because data collection is not limited to certain categories. Selection of research data source is determined by determining the sample data source or informant and research.

Researchers refer to the data source or informant and research to replace term research subjects are those who provide information about his own understanding of the experience and what happened. Furthermore, the data source of this research with qualitative methods is determined by determining the informants of this study was done by using a non-probability sampling / non-random purposive sampling types. Purposive sampling focuses on the selection of cases (people) who have certain information that can answer the research questions.

## Result and Discussion

To spread the message on television advertising in building a visual image of the candidate presidential elections in 2014, the incentive to produce advertising candidate politics in time for the campaign to be able to get a perspective effect modification, cognitive, attitudes and political behavior. The results of this study revealed that the audience is more focused on political advertising community as a whole is entitled to support the TV media that can reach a wider whether public leadership, public or antentif, or the general public, as well as finding a new audience or audiences opportunities to expand to change the selectivity, reinforce selectivity and strengthen selectivity of cognitive, effective and positive behavior through the utilization of TV media audiences.

Data findings showed that political ads on TV is able to construct a visual image of the presidential candidates in 2014 by 87%, aims to improve the prospects of promoting the election of a candidate or candidates for president of programs and policies. Political advertising is able to build the reputation of candidates or political parties to provide information to the public about the qualifications, experience, background, and personality presisen a candidate or political party.

The principle of limited effect perspective in political advertising is important as the process of a belief that the tendency of individuals to mediate the effects of political messages, so much attention has been focused on the selective process that takes place in political advertising. Much attention has been directed to the issue of participation or against a candidate of one's choice as one reason for the emergence of exposure or selektive perspective, because the voting behavior research emphasizes the importance of partisan identification as a long-term strength.

Selective influence of Political Advertising on Television In Visual Image Building Candidate Presidential Election 2014, an understanding that is taking into account the effect of psychological processes in the effect, in this connection De Fleur, 1966 which is famous for its model of "psychodynamic" him, explaining that the effect of use of media TV viewers. This shows that something desired by the sender of the message: (1) short-term (immediate and temporary), (2) is related to changes in knowledge, attitudes, and behaviors in individuals, (3) and relatively not mediated. Study "agenda-setting" is also very involved in the process of selective influence of a political advertising messages through mass media, Maxwell McCombs and Donald Shaw (Djuarsa Sendjaja S., et al, 199-200: 1994) wrote that the audience not only learn the news -News (political advertising messages) and other things through the mass media, but also learn how much importance is given to a political message from the media give emphasis to these messages. For example, in reflecting what was said by the messages that political advertising in a political ad aired in the media, the media look to determine which topics are important, the mass media determine the "agenda" of the advertising campaign.

This study also assumes that if the voters are convinced of the importance of a political advertising message then they will choose the candidate most competence projected in handling the message. Selective processes influence Political Advertising on Television In Visual Image Building Candidate Presidential Election 2014 begins with responding to political advertising messages on stage selective attention based on, individual differences, membership, and the public interest. Advertising messages to make someone have to pay attention because it resulted in the message was actively associated with the group members, such as family, neighbors, friends, boss, acquaintance. Messages like these are in the selection by the recipient. Further, selective perception (selectively perceive specific message).

This stage is the stage of selection to something that message based on certain perceptions, because of differences in cognitive factors, interests and beliefs, knowledge, attitudes and needs, then the individual values are selectively also perceives an ad that reaches it. In the end, selective recall (selective remembering specific message). This process is a selective process in a given political advertising messages Candidate Presidential Election 2014. Assuming that a person tends to pick back only messages in memory only, although parallel with the selection of the attention, but each person choose the most memorable advertising messages only. The principle of selective recall is often found in political advertising that particular character.

Although, it is very difficult to determine that the audience will respond back message remember alone, especially in the context of political advertising in which the audience is very affected at the cognitive level, attitudes and perceptions about the political advertising before exposed to the ad, it exposure (frequency-duration) and elections media (print-personal-electronic) are the highest and may affect the formation of strategic response or effect on audiences. Finally, the process of selective action (selective certain actions) political ads on TV in the process of building a visual image of the 2014 presidential election candidate is manifested in the form of action and / or positive political behave in accordance with any message every person will have and choose which of right action and action which are not, all of the response decision to choose something to rely on the influence of other aspects. However, in the study of the effects of mass media audiences are studies that do not deny the problem of socio-cultural background, whether environmental, family, education, religion, culture, etc., which will affect the selective process; selektif exposure, selective attention, and their retention in the selective receive any messages in political advertising as an ongoing process of political ads on TV effects in the process of building a visual image of the 2014 presidential election candidates.

## Conclusion

1. Selective influence of Political Advertising on Television In Visual Image Building Candidate Presidential Election 2014 at 87% and aims to improve the prospects of promoting the election of a candidate or candidates for president of programs and policies. This is a political communication process of delivering calls-calls are intended to foster the reputation of candidates or political parties to provide information to the public about the qualifications, experience, background, and personality of a candidate or political party and raising the prospect of election candidates or promote programs and certain policies of politicians to one or more recipients of the message in order to change, maintain adding cognitive, affective, and political behavior of audiences.
2. Selective Process Influence Political Advertising on Television In Visual Image Building Candidate Presidential Election 2014 begins with responding to political advertising messages



on stage selective attention based on, further, selective perception (selectively perceive specific message), selective recall (selective remembering specific message ). This process is a selective process in a given political advertising messages Candidate Presidential Election of 2014. Finally, the process of selective action (selective certain actions) political ads on TV in the process of building a visual image of the 2014 presidential election candidate is manifested in the form of positive political action in accordance with any message every people will have and choose Where appropriate measures and actions which do not, all of the response decision to choose something also depends on the influence of other aspects.

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